

Message Text

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ORIGIN COME-00

INFO OCT-01 NEA-14 ISO-00 EB-11 CIAE-00 INR-11 NSAE-00

RSC-01 TRSE-00 OMB-01 /039 R

66618

DRAFTED BY COM:BIC:CAGNE:JBHEARN:VMH

APPROVED BY EB/CBA/OCA/REP: GPWILSON

BIC:CAGNE:RMCCAULEY NEA/RA HMMONTGOMERY

EB/CBA/OCA/BR JLNESVIG

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R 092047Z SEP 74

FM SECSTATE WASHDC

TO AMEMBASSY CAIRO

AMEMBASSY JIDDA

AMEMBASSY KUWAIT

UNCLAS STATE 197418

E.O. 11652: N/A

TAGS: BEXP, EG, SA, KU

SUBJ: BUSINESS VISIT OF OFFICIAL OF NATIONAL CAN CORPORATION

1. NATIONAL CAN EXECUTIVE VICE PRESIDENT, D.F. FRUEHLING, WILL VISIT ADDRESSEE COUNTRIES ON FOLLOWING ITINERARY: KUWAIT, SEPTEMBER 11-13 (KUWAIT HILTON); JIDDA, SEPTEMBER 14-15; CAIRO, SEPTEMBER 15-16-17 (HILTON HOTEL). PURPOSE IS TO INVESTIGATE POSSIBILITIES FOR JOINT VENTURE PROJECTS WITH LOCAL INTERESTS TO PRODUCE TIN CANS, AND PERHAPS FOOD PROCESSING. FRUEHLING HAS BEEN GIVEN NAMES COMMERCIAL OFFICER AT EACH POST, AND WILL MAKE EMBASSY FIRST STOP IN EACH CASE. COMPANY SEEMS INTERESTED ESTABLISHING PLANTS NOT ONLY THESE COUNTRIES BUT POSSIBLY OTHERS IN PENINSULA AREA. IS AWARE OF MARKET SIZE LIMITATIONS IN PENINSULA AREA, AND PERHAPS PRODUCE TO SCALE OF LOCAL MARKETS IF OTHER CONDITIONS CONDUCIVE TO INVESTMENT. COMMERCE OFFICIALS FEEL COMPANY'S INTENT SERIOUS AND MERITS POSTS' COOPERATION. NO SPECIAL SERVICE REQUESTED, BUT HELPFUL IF POSTS PREPARED ON FRUEHLING'S ARRIVAL GIVE HIM COUNTRY UNCLASSIFIED

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BRIEFING, AND PROVIDE NAMES POSSIBLE CONTACTS.

2. FOR JIDDA: FRUEHLING HAS PRIVATE BUSINESS CONTACTS
SAUDI ARABIA, AND WILL ALSO WISH SEE ABDUL-AZIZ AL-ZAMIL
OF ISDC. NATIONAL CAN APPROACH APPEARS BE TYPE WE WISH
ENCOURAGE UNDER JOINT COMMISSION. MEMBER WORKING GROUP
ON INDUSTRIALIZATION IMPRESSED ON FRUEHLING TYPE OF LONG-TERM
COMMITMENT FOR MANAGEMENT, OPERATIONS, AND TRAINING WHICH
SAUDIS SEEK, AND IS CONVINCED NATIONAL CAN PREPARED
UNDERTAKE SUCH COMMITMENT. EMBASSY MAY THEREFORE
CONSIDER FRUEHLING COMING WITH ENCOURAGEMENT AND
ENDORSEMENT WORKING GROUP, AND REQUESTED SO INFORM
AL-ZAMIL.

3. NATIONAL CAN IS SUBSTANTIAL U.S. FIRM WITH ANNUAL
SALES ABOUT \$475 MILLION. HAS PLANTS IN GREECE AND
CYPRUS. KISSINGER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 09 SEP 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974STATE197418
Document Source: CORE
Document Unique ID: 00
Drafter: BIC:CAGNE:JBHEARN:VMH
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740251-0082
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740962/aaaacaug.tel
Line Count: 77
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: boyleja
Review Comment: n/a
Review Content Flags:
Review Date: 26 MAR 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <26 MAR 2002 by maustmc>; APPROVED <03 FEB 2003 by boyleja>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: BUSINESS VISIT OF OFFICIAL OF NATIONAL CAN CORPORATION
TAGS: BEXP, EG, SA, KU
To: CAIRO KUWAIT
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005